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Amdt. dated July 12, 2004
Reply to Office Action of February 10, 2004

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Amendments to the Specification:

Please add the following new paragraph at page 2, line 15:

Figures 3, 3A and 3B show a flowchart illustrating a process of streaming media advertising according to one embodiment of the present invention.

Please replace the paragraph beginning at page 2, line 21 with the following amended paragraph:

A typical scenario begins with a user observing a page with a link to audio or video content. The link may have, for example, JavaScript that opens a new client-browser window when clicked. As shown in Figure 1, the URL that is the target of the link shown in browser 100 points to a BuildFrame Module 105 of a Media Frame Module 115 and passes, as URL arguments, a number of parameters that will be used to invoke the requested media presentation. The arguments may include, but are in no way limited to, the Broadcast Stream ID that identifies the media, the media format, the media data rate, the property, the space ID, and a series of arguments to indicate where advertisements can be played in the invoked media content. One example of a URL with associated URL arguments for an HTTP URL in accordance with the present invention is:

> http://broadcast.yahoo.com/buildframe?id=123456&p=broadcast&f=654321&
> m=wmv&r=56&a=0,30.

Please replace the paragraph beginning at page 3, line 21 with the following amended paragraph:

BuildFrame module 105 uses an HtmlForm mechanism to invoke the frame set file when the appropriate files are found. The HtmlForm mechanism enables variable substitution with HTML files. The HtmlForm mechanism acts as a server side page evaluator. It can be used to do variable substitution as well as simple logic constructs based on the values of the variables. The HtmlFom HtmlForm engine is passed either as a filename or an open file pointer, a hash of

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variables, an output buffer, a list of handler functions and a data structure to be passed into the handler functions. In this way, the frame set can use the appropriate variables to point to the top, the player, and the data frame definitions that were identified by the BuildFrame module. These individual frames may then be invoked via a MediaFrame module described hereinafter.

Please replace the paragraph beginning at page 4, line 8 with the following amended paragraph:

As stated above, BuildList module 135 is called upon by media player 102 and thereafter returns a play list of clips to play. The returned clips may include, for example, advertisements and the selected media content. In the illustrated embodiment, Windows Media Player ASX files are returned. However, as one skilled in the art will appreciate, any suitable media player file for the corresponding embedded media player may be returned, such as JavaScript that controls a Real Player. BuildList module 135 parses arguments contained in the calling URL and submits requests to an advertising server 140. In response, ad server 140 returns a reference to [[a]] targeted streaming media advertisements. For example, the reference may be a unique ID or URL. The advertisements returned are built into the ASX play list. The play list comprises references to individual clips consisting of the advertisements and the media content. In the illustrated embodiment, the references will be to clips stored in, for example, a makeplaylist system 145 at Yahoo! Broadcast. Media player 102 receives the play list, and for each clip in the list, connects to a media server 150 to play the clip.

Please replace the paragraph beginning at page 5, line 3 with the following amended paragraph:

Created links that point to underlying media content should specify an "onClick" action to open a new browser window when the link is selected. In one embodiment, the opened browser window is set to a width of 640 pixels and a height of 440 pixels. For a reasonable appearance on a 640x480 display, the window should be positioned with "left" set to 0 and "top" set to 20. In

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addition, the toolbar, status, scrollbars, and resize properties should all be set to "no." An

example of HTTP arguments for such a link is:

<a href="http://broadcast.yahoo.com/buildframe?id=161525&p=broadcast&
f=27062079&l=SAM&m=wmv&r=56&a=0,30" onClick="window.open
('http://bcst.yahoo.com/buildframe?id=161525&p=broadcast&f=27062079
&l=SAM&m=wmv&r=56&a=0,30','Media','width=640,height=440,left=0,
op=30,toolbar=no,status=no,scrollbars=no,resize=no');return false">

Please replace the paragraph beginning at page 6, line 32 with the following amended paragraph:

The BuildFrame module may be initially invoked to build a frameset for the media presentation

window. In one embodiment, MediaFrame module is invoked for each frame within a frameset.

The following is one example of [[a]] arguments for an HTTP URL invoking the BuildFrame

module:

http://broadcast.yahoo.com/buildframe?id=123456&p=broadcast&f=654321&
l=SAM&m=wmv&r=56&a=0,30.

Please replace the paragraph beginning at page 12, line 2 with the following amended paragraph:

For example, assume a creation of a URL for a call to the BuildList Module for a Yahoo!

Broadcast stream id of 123456 on a Windows Media Format video stream that has been encoded

for a 56 kb/s connection. The stream is invoked from the property broadcast on a page with the

spaceID of 654321, and there is no more than 60 seconds of advertisements inserted at the

beginning of the stream. The arguments for an HTTP URL to call would be:

http://broadcast.yahoo.com/buildlist.asp?id=123456&f=654321&p=broadcast
&l=SAM&m=wmv&r=56&a=60.